

### ABSTRACT

Methods and apparatus for providing a searchable information system are disclosed. A networked computer hosting a web-accessible database containing content searchable by a networked user is provided. The computer is configured to associate content with keywords sponsored by an advertiser, and produce a set of results responsive to a keyword search by the user. The computer is also configured to determine which of the results are similar to at least one of the sponsored keywords, and present a search result page containing a listing arranged such that results similar to sponsored keywords are displayed as a sub-category on the search result page.

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